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Pages:	Cover + 17 = 18	Date:	December 17, 2007
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A handwritten signature in cursive script, appearing to read 'Janet Shibata', written over a horizontal line.

Janet Shibata

December 17, 2007
(Date of Signature)

Telephone No. (310) 964-0736 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents**Attorney Docket No. PD-990193**

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

➤ RESPONSE TO OFFICE ACTION DATED SEPTEMBER 17, 2007 (17 pages)

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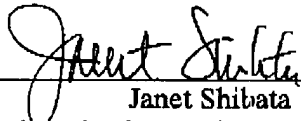
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PATENT
PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Finseth et al.	Certificate of Transmission under 37 CFR 1.8
Serial No.: 09/532,755	I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office on <u>December 17, 2007</u> .
Filing Date: 03/22/2000	 Janet Shibata (Typed or printed name of person signing certificate)
For: METHOD AND APPARATUS FOR TRANSMISSION, RECEIPT AND DISPLAY OF ADVERTISEMENTS	Telephone No. 310-964-0736
Group Art Unit: 2623	
Examiner: SHELEHEDA, James	
Attorney Docket No.: PD-990193	

RESPONSE TO THE OFFICE ACTION DATED SEPTEMBER 17, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the official action dated September 17, 2007, please consider the following amendments and remarks:

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.